

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

1. Name of Registrant Ruder & Finn, Inc. 130 East 59th Street New York, New York, 10022	2. Registration No. 1481
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in☐ Initial Statement☒ Supplemental Statement
for March 27, 1968☐ To give notice of change in an
exhibit previously filed.☐ To give a 10-day notice of a change in infor-
mation as required by Section 2(b) of the Act.☒ Other purpose (specify) To add New Zealand
Meat Producers Board as foreign principal

4. If this amendment requires the filing of a document or documents, please list -

Exhibit A -- Attached

Exhibit B -- Attached

Short Form Registration Statements for Richard Barovick and Larry Rand -- attached

5. Each item checked above must be explained below in full detail together with, where appropriate,
specific reference to and identity of the item in the registration statement to which it pertains. If
more space is needed, full size insert sheets may be used.

Question #7 add:

Richard Barovick-49 West Lenox St., Chevy Chase, Md. - Consultant -- 7/11/68
Larry A. Rand - 1549 Marine Parkway, Brooklyn, NY - Acct. Exec. -- 6/24/68

Question #10 add: New Zealand Meat Producers Board


Question # 12 Change answer to YES -- see schedule 1-f in answer to question
11 of the 6 months registration statement of 3/27/68.Section V -- Political Propaganda -- Questions 16 through 24 -- see corrected
statement attached.The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this
amendment and that he is (they are) familiar with the contents thereof and that such contents are in their
entirety true and accurate to the best of his (their) knowledge and belief.(Both copies of this amendment shall be signed and sworn
to before a notary public or other person authorized to ad-
minister oaths by the agent, if the registrant is an individual,
or by a majority of those partners, officers, directors or
persons performing similar functions who are in the United
States, if the registrant is an organization.)
Alfred G. Paulson, TreasurerSubscribed and sworn to before me at 130 E 59 St NYCthis 28 day of October, 19 68 
MARY ANNE SOMMERS
NOTARY PUBLIC, State of New York
No. 41-376011, CountyMy commission expires Certificate Filed in New York County
Term Expires March 30, 1969

EXHIBIT A
TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant Ruder & Finn, Inc. 130 East 59th Street New York, New York, 10022		2. Registration No. 1481
3. Name of foreign principal New Zealand Meat Producers Board	4. Principal address of foreign principal New Zealand Meat Producers Board Massey House, 126-132 Lambton Quay Wellington C.I., New Zealand	

5. Indicate whether your foreign principal is one of the following type:

- ☐ Foreign government
- ☐ Foreign political party
- ☒ Foreign or ☐ domestic organization: If either, check one of the following:

- ☐ Partnership ☐ Committee
- ☐ Corporation ☐ Voluntary group
- ☒ Association ☐ Other (specify) _____

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

not applicable

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

- a) Principal address not applicable
- b) Name and title of official with whom the registrant deals.
- c) Principal aim

TERMINATED

DATE 11-1-70

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

New Zealand Meat Producers Board is an association to develop the trade interest of the New Zealand lamb and beef and subsidiarily in wool and its other export products.

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal.... Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal.. Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal... Yes ☐ No ☒

Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

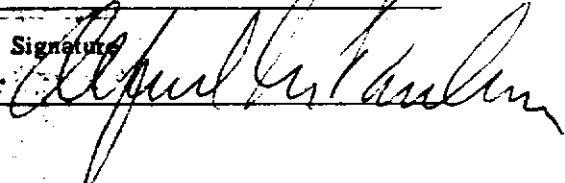
Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

not applicable

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

New Zealand Meat Producers Board is an association controlled by its members.

Date of Exhibit A 10/28/68	Name and Title Alfred G. Paulson, Treasurer	Signature 
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Registration # 1481

Name of Registrant	Name of Foreign Principal
Ruder & Finn, Inc. 130 East 59th Street New York, New York, 10022	New Zealand Meat Producers Board

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Will perform as public relations consultant to principal -- see answer
to question #5 for more details.

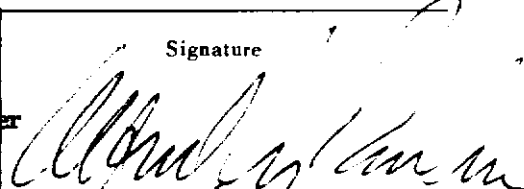
5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

We have been retained by the New Zealand Meat Producers Board to represent New Zealand's trade interests in Washington and to provide information, background, counsel and support for her continuing effort toward freer trade.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

not applicable

Date of Exhibit B	Name and Title	Signature
	Alfred G. Paulson-Treasurer	

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

CORRESPONDENCE SHOULD BE ADDRESSED
"THE SECRETARY"
NEW ZEALAND MEAT PRODUCERS BOARD
P.O. BOX 121, WELLINGTON

TELEPHONE 70-359

TELEGRAMS AND CABLES:

FREESIA WELLINGTON

TELEX NZ3525

LONDON OFFICE:

CHANCERY HOUSE, 53-54 CHANCERY LANE
LONDON, W.C.2

NEW ZEALAND MEAT PRODUCERS BOARD

MASSEY HOUSE, 128-132 LAMBTON QUAY
WELLINGTON, C.I., N.Z.

7 June 1968

Mr Stanley Thea,
Senior Vice President,
Ruder & Finn Inc.,
130 East 59th Street,
NEW YORK,
N.Y. 10022, U.S.A.

Dear Mr Thea,

The Board yesterday considered your proposals for a public relations effort in Washington. I am pleased to inform you that it has approved your appointment to act for us in this field.

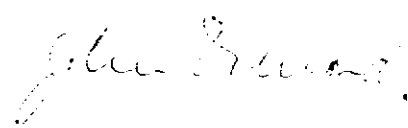
The programme will be along the lines outlined in your letter of March 7.

The Board decided that this activity should be on a trial basis for a period of two years at a cost of \$50,000 a year. We note that this is to include the various expenses.

We would like you to work as closely as possible with the New Zealand Embassy in Washington and with the Board's American Representative.

We trust this will be the start of a successful and productive effort.

Yours sincerely,



SIR JOHN GRAND

CHAIRMAN

March 7, 1968

Sir John Ormond
New Zealand Meat Producers Board
Massey House
126-132 Lambton Quay
Wellington C.1, New Zealand

Dear Sir John:

The recommendations we make for a public relations effort centered in Washington will be founded primarily on a broad program designed to acquaint opinion makers, government officials, both in the Administration and Congress, with the major contributions that New Zealand has made to the United States as an ally, and to develop understanding of the importance of New Zealand's trade in beef and lamb and subsidiarily in wool and its other export products to its continuing existence as a free nation.

We will implement these objectives by the usual wide range of public relations techniques in accordance with our discussions.

The fee will be \$36,000 per year. We will begin on June 17, 1968 and our first year will terminate on June 17, 1969. Our usual arrangement is to continue at the end of that period on a year to year basis unless you notify us in writing of your desire to terminate, at which point we require 90 days for the purpose of completing matters in an orderly fashion.

Sincerely,

Stanley Thoen

ST/lg